



PUBLIC INFORMATION OFFICE

The Public Information Office is responsible for public information and education, communications and public relations for Leon County's programs and services. The division aims to develop and maintain a positive image of Leon County by fostering pro-active and responsive communication with employees and the community.

Public Information Officer Jon Brown is responsible for the office's management and daily operations. Before his tenure in County government, Brown started a website development company that grew into an award-winning integrated marketing and creative solutions firm. He currently serves as a board member of the nationwide City-County Communications and Marketing Association, a member of the Florida Public Relations Association and on the board of the Challenger Learning Center of Tallahassee. An honors graduate of Florida A&M University, Brown has a background in Civil and Software Engineering and trained at the Kennedy Space Center and Jet Propulsion Laboratory. He is also a past-president of the American Advertising Federation Tallahassee and a founder of the North Florida Multicultural Marketing Symposium & Multicultural Marketing Student Forum.



Jon D. Brown
Public Information Officer
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EDUCATION, INFORMATION & COMMUNITY OUTREACH

- Received a national Silver Circle Award from the City-County Communications and Marketing Association (3CMA) for excellence in communications, as well as an Award of Excellence for creating digital/interactive government services.
- Coordinated more than 100 press conferences, meetings and community events and distributed more than 180 news releases and advisories to promote County programs and services.
- Sent more than 33,000 bulletins via the County's new media subscription service, GovDelivery, providing residents with up-to-the-minute news at their fingertips on everything from road closures to Countywide events.
- Implemented daily updates for the County's award-winning Emergency Information Portal (EIP), which includes emergency alerts and associated health warnings, road closures, sandbag locations, shelter locations and status, evacuation routes and important health information.
- Played an integral role in a Countywide task force to prepare for severe cold fronts during record-breaking winter, which included Leon County's at-risk homeless population. Staff participated in a multi-agency tabletop exercise to prepare for communications needs during natural or man-made disaster scenarios.
- Served as the temporary communications office for the Leon County Research and Development Authority during a critical transition period and provided public relations and communications assistance.
- Developed Twitter (<http://twitter.com/LeonCounty>) and Facebook presences in order to keep citizens aware of County news.



- Partnered with the Office of Sustainability to present the first Leon County Sustainable Communities Summit, highlighting the County's leadership in green initiatives and environmental responsibility.
- Served on the Tallahassee-Leon County Complete Count Committee for the 2010 Census. Staff also co-hosted the 'Mail-It-Back' Rally, featuring County and City leaders, and participated in the local effort "National Neighborhood Blitz: March to the Mailbox" events.
- Raised awareness of the beginning of hurricane season by participating in a Red Cross-sponsored news conference and distributing thousands of Hurricane Survival Guides with the support of Emergency Management and surrounding counties.
- Added more than a thousand photos to Leon County's photos microsite, www.LeonPhotos.org.
- Collaborated with MIS, HR and the County Attorney's Office to develop a social media/digital communications policy.



DID YOU KNOW

Commission meetings, live or previously recorded, can be viewed online at www.LeonCountyFL.gov or Comcast Channel 16. Agendas and minutes can also be accessed on the County's website or by calling 606-5300.